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Message Text

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PAGE 01 BELGRA 01569 250403Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 COME-00 DOE-11 SOE-02 CIAE-00
INR-10 NSAE-00 OES-07 CEQ-01 /052 W
----------033513 251314Z /15
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FM AMEMBASSY BELGRADE
TO USIA WASHDC
SECSTATE WASHDC 5445

UNCLAS BELGRADE 1569

DEPT PASS ALSO COMMERCE, ENERGY DEPT

E.O. 11652: N/A
TAGS: TECH, ENRG, YO
SUBJ: COMMERCIAL SOLAR ENERGY CONFERENCE

1. PRESIDENT YUGOSLAV SOLAR ENERGY COUNCIL (YSES) UROS JELICIC VISITED EMBASSY TO INFORM SCIATT OF THE INTERNATIONAL SOLAR ENERGY EXHIBITION OF EQUIPMENT AND TECHNOLOGY AND THE INTERNATIONAL SOLAR ENERGY SYMPOSIUM ON TECHNICAL, ECONOMICAL AND ORGANIZATIONAL ASPECTS, OCT. 25-30, 1978 AT THE BELGRADE FAIR. BOTH EVENTS ARE BEING ORGANIZED BY YSES AND THE BELGRADE FAIR UNDER SPONSORSHIP OF GOY FEDERAL COMMITTEE FOR ENERGY AND INDUSTRY, FEDERAL CHAMBER OF COMMERCE, FEDERAL ECOLOGY COUNCIL, YUGOSLAV COMMITTEE FOR WORLD ENERGY CONFERENCE AND UNESCO.

2. JELICIC DESCRIBES THE EXHIBITION AND SYMPOSIUM AS A UNIQUE COMMERCIAL INTERCHANGE BETWEEN DEVELOPED AND DEVELOPING NATIONS FOR SOLAR EQUIPMENT AND TECHNOLOGY. THE U.S. AS WORLD LEADER IN SOLAR RESEARCH AND DEVELOPMENT WOULD BE AN ESSENTIAL PARTICIPANT. THUS JELICIC WOULD LIKE TO SEE THE PARTICIPATION OF INTERESTED U.S. FIRMS. TO THIS END, HE IS SENDING OUT INDIVIDUAL INVITATIONS. IN ADDITION, HE WOULD LIKE TO HAVE A CORE EXHIBIT MOUNTED BY DEPTS OF COMMERCE AND ENERGY AS WELL AS USIA.

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3. IN LETTER DATED FEBRUARY 6, THE BELGRADE FAIR AUTHORITIES REPEATED REQUEST OF JELICIC FOR U.S. PARTICIPATION, LAYING PARTICULAR STRESS ON PARTICIPATION OF U.S. COMMERCIAL FIRMS. THEY ADDED THAT INDOOR EXHIBITION SPACE IS $ 25 PER SQUARE METER, OUTDOOR SPACE $ 10 AND COMPULSORY REGISTRATION FEE $ 50 PER EXHIBITOR.

4. COMMENT: YUGOSLAV

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INTEREST IN SOLAR ENERGY HAS BEEN AT A HIGH
LEVEL SINCE THE FIRST YUGOSLAV CONFERENCE ON SOLAR ENERGY IN
MARCH 1977. THE GOY IS NOW COORDINATING AN INTERREPUBLICAN PLAN
FOR DEVELOPING SOLAR HEATING AND COOLING, SOLAR GENERATION OF
ELECTRICITY AS WELL AS OTHER FORMS OF SOLAR ENERGY. ALSO, THE
BELGRADE GOVERNMENT IS STUDYING THE LARGE SCALE APPLICATION OF
SOLAR ENERGY. THUS, FROM THE VIEWPOINT OF THE YUGOSLAV MARKET THE
EXHIBITION AND SYMPOSIUM FALL AT AN OPPORTUNE MOMENT. THE
MARKET HERE FOR SOLAR HEATING AND COOLING EQUIPMENT AND TECHNOLOGY
HAS CONSIDERABLE POTENTIAL. ON THE OTHER HAND THE BILGRADE FAIR
HAS NOT IN THE PAST PROVEN A GOOD MEDIUM FOR COMMERCIAL SALES OF
SOPHISTICATED EQUIPMENT AND TECHNOLOGY TO THIRD COUNTRIES,
THOUGH IT MIGHT SERVE AS A USEFUL STARTING POINT FOR COMPANIES
EAGER TO BREAK INTO A NEW MARKET. USIS HAS BEGUN WORK ON FY/79
COUNTRY PLAN AND WILL CONSIDER POSSIBILITY INCLUDING PROPOSALS
FOR SEMINAR AND SMALL EXHIBIT IN CONNECTION ENERGY EXHIBITION.

5. REQUEST COMMERCE PUBLISHA NOTICE THAT THE SYMPOSIUM AND
EXHIBITION IS OPEN TO PARTICIPATION BY INTERESTED U.S. FIRMS.
EAGLEBURGER

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Disposition History: n/a
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